

# **ASIA PACIFIC MARKETING CONFERENCE**

**INTEGRATING THEORY WITH PRACTICE**

**(22 November - 24 November 2005)**



**Organized by  
Faculty Of Economics And Business  
Universiti Malaysia Sarawak (UNIMAS)  
Sarawak, Malaysia**

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## MESSAGE FROM

THE VICE CHANCELLOR OF  
UNIVERSITI MALAYSIA SARAWAK



Assalamualaikum w.b.t. and Salam Sejahtera.

I would like to extend a very warm welcome to all presenters and participants to the Asia Pacific Marketing Conference 2005 (APMC 2005), organized by the Faculty of Economics and Business of Universiti Malaysia Sarawak. We are pleased that you are able to travel to Sarawak, Malaysia to attend this important event. We believe that your presence will benefit you, your organization and other conference participants as well.

The conference theme "*Marketing in Asia Pacific: Integrating Theory with Practice*" is in line with the current interest on the business opportunities and marketing effort particularly in the Asia Pacific region. The integration between the theory and the practical aspect is useful to enable us to gain a deeper insight into the complex structure of the market behavior. The idea to hold this conference has sparked the interest of the overwhelming response that we have had not only from Malaysia but also from the international arena. Clearly, Marketing has become the channel that deserves the attention of practitioners and academicians since it become the means to make people know and use the products or services. Currently, efforts are being made to understand this growing and challenging field and research opportunities are unlimited. Thus, I hope that this conference could be a right place for academicians and practitioners to generate new ideas and resolutions to meet the challenges ahead.

I look forward to a very active and lively conference, one that will examine all issues and problems critically. Your diligent deliberations and suggestions of new ideas will, I hope, sow the seeds, which if properly natured, can herald in a new era for Marketing, one that can promise a better future for all of us. I would like to take this opportunity to congratulate the Faculty for having the foresight and perseverance in organizing such a relevant conference. I would like to acknowledge the working and technical committee members for their tireless hard work, to make this conference successfully. I also hope that this first APMC 2005 conference would not be the last and will continue as a yearly event for many more years to come. Lastly, I would like to express my heartiest thanks to all of you for participating in this meaningful event.

Wassalam.

Professor Dr Abdul Rashid Abdullah  
Vice Chancellor  
Universiti Malaysia Sarawak

## MESSAGE FROM

THE DEAN, FACULTY OF ECONOMICS AND BUSINESS,  
UNIVERSITI MALAYSIA SARAWAK



Assalamualaikum w.b.t. and Salam Sejahtera,

Let me first extend a very warm welcome to all distinguished speakers and delegates of the "1st Asia Pacific Marketing Conference 2005 (APMC 2005)". Welcome to Sarawak. The idea of this inaugural APMC 2005 is to provide opportunities for professionals, practitioners and academicians to share their insight on the development and challenges in all areas related to the field of marketing. This conference will be a gathering platform for business communities to discuss and share knowledge on current issues relating to the marketing effort in the Asia Pacific region.

In today's rapidly changing and highly competitive world, it is vital for us to pool our talent and expertise to grapple with the challenge of the marketing environment. This event will provide us with huge opportunities to share our diverse experiences and knowledge related to marketing issues. Through the stimulations of cross-disciplinary and cross academic-practitioner discussions and networking, participants can further enhance and enrich their knowledge on the dynamism of marketing business environment. Ideas and wisdom that are shared together could inspire us in order to cope with all the challenges ahead.

I would like to take this opportunity to extend my appreciation to the Vice-Chancellor of Universiti Malaysia Sarawak (UNIMAS), Professor Dr Abdul Rashid Abdullah for his support and encouragement in organizing this Conference. To the organizing committee, I owe a great deal for their hard work and make this conference a reality. Not to forget, the sponsors who contributed to the success of this Conference. We hope your continued support will take this Conference to greater heights.

It is my hope that this Conference will provide an insight into what we are doing and the direction we are moving towards capitalizing on the enormous potential of marketing. Lastly, I hope all the paper presenters and participants will take this opportunity to formulate and integrate policies from the outcome of this conference and enjoy your stay in Sarawak.

'Selamat Datang'

Associate Professor Dr Shazali Abu Mansor  
Dean, Faculty of Economics and Business  
Universiti Malaysia Sarawak.



## MESSAGE FROM

### THE CONFERENCE ORGANIZING CHAIR



As the organizing chair of the Asia Pacific Marketing Conference 2005 (APMC 2005), it is a pleasure and great honor for me to welcome you to Universiti Malaysia Sarawak, Sarawak. The idea of organizing such a significant event was proposed sometime ago and Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS) have transformed the idea into a reality. I hope that this conference will be a fruitful one to remember and I wish you all a pleasant stay here in Sarawak. As the theme of the conference is "*Marketing in Asia Pacific: Integrating Theory with Practice*", it is timely to provide a discussion arena for policy makers, academicians, practitioners, researchers and students in order to enhance the richer understanding of the business world. This conference provides an excellent opportunity for participants to gather and exchange their views on the contemporary issue related to marketing. It will also be a platform for you to establish new friendship and expand your network with other participants.

The APMC 2005 will run for two and a half day from 22nd – 24th November 2005. A total of 85 quality research papers will be presented by both local and foreign delegates. There papers are then classified into several concurrent sessions. Among the concurrent sessions are Advertising and Marketing Communication, Marketing in International and Cross Cultural Environments, Sales Management, Management and Entrepreneurship, E-Business and Marketing Approaches and Issues, just to a name few. Besides, we have invited Associate Professor Dr Kim-shyan Fam and Tunku Dato Seri Iskandar bin Tunku Abdullah to deliver the keynote address with the hope that you will find this conference both informative and practical.

On behalf of the organizers of the APMC 2005, I would like to express my sincere appreciation to thank Professor Dr Abdul Rashid Abdullah, Vice Chancellor of Universiti Malaysia Sarawak (UNIMAS) for the official opening and continuous supports for this conference. Not to forget, the Dean of Faculty of Economics and Business, Associate Professor Dr Shazali Abu Mansor, for his contribution for this conference to become a reality. I would like to take this opportunity to thank all participants for being here with us at this APMC 2005 conference and wish you all a very fruitful and meaningful presentation and discussion. Last but not least, let me thank the organizing committee and sponsors for their valuable contribution.

Thank you.

Dr. Ernest Cyril de Run  
Conference Organizing Chair (APMC 2005)  
Faculty of Economics and Business  
Universiti Malaysia Sarawak

## CONFERENCE PROGRAMME SCHEDULE

21 November (Monday)	Activity	Venue
1600	Early Registration and Cocktail Party	Holiday Inn Kuching
22 November (Tuesday)	Activity	Venue
0800	Registration and Arrival of Participants	TMM (CALM)
0900	Welcoming Address from Conference Chair	TMM (CALM)
0915	Welcoming Speech by Dean of FEB	TMM (CALM)
0930	Officiating Address by VC of UNIMAS	TMM (CALM)
1000	Refreshment	Bilik Santapan
1015	Keynote by Tunku Dato Seri Iskandar bin Tunku Abdullah	TMM (CALM)
1115	Parallel Session 1 (A)	TMM (CALM)
	Parallel Session 1 (B)	BS22
1245	Lunch	Bilik Santapan
1400	Keynote by Associate Professor Dr Kim-shyan Fam	TMM (CALM)
1500	Parallel Session 2 (A)	TMM (CALM)
	Parallel Session 2 (B)	BS 22
1630	Refreshment	BS 21



# ASIA PACIFIC MARKETING CONFERENCE DINNER

(23 November 2005)

## PELAGUS ROOM, HOLIDAY INN KUCHING

### AGENDA

7pm	Arrival of guests
715pm	Arrival of VIPs
730pm	Speech by Conference Organizing Chair
745pm	Dinner Starts
	TRADITIONAL DANCE
815pm	Certificate Awards for Selected Conference Papers
	TRADITIONAL DANCE
10pm	Dinner Ends

23 November (Wednesday)	Activity	Venue
0900	Parallel Session 3 (A)	TMM (CALM)
	Parallel Session 3 (B)	BS22
	Parallel Session 3 (C)	BS1
	Parallel Session 3 (D)	BS2
1030	Refreshment	BS 21
1045	Parallel Session 4 (A)	TMM (CALM)
	Parallel Session 4 (B)	BS22
	Parallel Session 4 (C)	BS1
	Parallel Session 4 (D)	BS2
1230	Lunch	Bilik Santapan
1400	Parallel Session 5 (A)	TMM (CALM)
	Parallel Session 5 (B)	BS22
	Parallel Session 5 (C)	BS1
1530	Refreshment	BS 21
1545	Parallel Session 6 (A)	TMM (CALM)
	Parallel Session 6 (B)	BS22
	Parallel Session 6 (C)	BS1
7pm - 10pm	Conference Dinner and Closing Ceremony	Holiday Inn Kuching
24 November (Thursday)	Activity	Venue
0800	Sarawak Cultural Village Tour	Sarawak Cultural Village

## SARAWAK CULTURAL VILLAGE TOUR

(24 November 2005)

8am	Gather at HOLIDAY INN KUCHING for the bus
830am	Depart to Sarawak Cultural Village
915am	Arrive at the Sarawak Cultural Village
	Welcoming greet from Sarawak Cultural Village staffs.
930	TOUR OF THE SARAWAK CULTURAL VILLAGE Note: (Group will be divided into few smaller groups by tour guides)
1130am	Cultural Performance by Sarawak Cultural Village staffs
1220pm	Gather in front of SCV for bus to BUNTAL VILLAGE.
1230pm	Depart to BUNTAL VILLAGE for SEAFOOD DELITE
1245pm	LUNCH
1345pm	Depart to Kuching
230pm	Arrive at the hotel

## LIST OF TRACKS AND CHAIRPERSONS

Tuesday, November 22, 2005

Session	Track	Chairpersons	Venue
1A	Consumer Behavior I	Abdul Razak Kamaruddin	TMM (CALM)
1B	Advertising and Marketing Communication	Tony Wilson	BS22
2A	E-Business I	Tih Sio Hong	TMM (CALM)
2B	Supply Chain Management	Jamil Bojei	BS22

Wednesday, November 23, 2005

Session	Track	Chairpersons	Venue
3A	Sales Management	Ernest Cyril De Run	TMM (CALM)
3B	Marketing in International and Cross Cultural Environments	T. Ramayah	BS22
3C	Customer Satisfaction	Hendrik Lamsali	BS1
3D	Marketing Approaches and Issues	Kim-Shyan Fam	BS2
4A	Services	Keling Stevenson Boniface Ancheh	TMM (CALM)
4B	Consumer Behavior II	Florence Thang Chin Yin	BS22
4C	Market Orientation	Boo Ho Voon	BS1
4D	Small Medium Enterprises	Lily Julienty Abu Bakar	BS2
5A	Innovation and Product Development	Ernest Cyril De Run	TMM (CALM)
5B	E-Business II	Norazah Mohd Suki	BS22
5C	Brand	RK Srivastava	BS1
6A	Consumer Behavior III	Rosni Bakar	TMM (CALM)
6B	Management and Entrepreneurship	Lo May Chiun	BS22
6C	Consumer Perception	Felix Ng Mee Kon	BS1



**Session 1A  
(Consumer Behavior I)**

Date: 22 November 2005  
Time: 1115 - 1245  
Venue: TMM (CALM)

**SPEAKERS**

1. Consumer Complaining Behavior (CCB): Consumers' Evaluations On Service Recovery Strategies And Future Intention  
*Norzieirani Ahmad, Universiti Utara Malaysia*  
*Halim Mad Lazim, Universiti Utara Malaysia*  
*Razli Che Razak, Universiti Utara Malaysia*
2. Product Positioning and Consumers' Preference of Supermarkets as Place For Shopping in Pontianak  
*Heriyadi, Universitas Tanjung Pura,*
3. A Conceptual Framework Of Customer Value In Political Marketing  
*Abdul Razak Kamaruddin, Kolej Universiti Sains & Teknologi Malaysia*
4. Food Consumption Patterns of Elderly Urban Malaysian Consumers: Implications For Malaysian Food Marketers  
*Samsinar Md. Sidin, Universiti Putra Malaysia*  
*Marlishiraz Ramli, Universiti Putra Malaysia*
5. The Antecedents of Relationship Quality and Its Effects on Customer Loyalty in Consumer Services  
*Aryaty binti Alwie, Universiti Putra Malaysia*  
*Samsinar Md Sidin, Universiti Putra Malaysia*

**Session 1B  
(Advertising and Marketing Communication)**

Date: 22 November 2005  
Time: 1115 - 1245  
Venue: BS22

**SPEAKERS**

1. Viral Marketing in the Asia Pacific Region: The Way Forward  
*Ambrose Dango, Ministry of Health Malaysia*
2. How Popular is Radio Amongst Youth?  
*RK Srivastava, University of Bombay*  
*Avni Tolia, K.J. Somaiya Institute of Management Studies and Research*  
*Ekta Wadhvani, K.J. Somaiya Institute of Management Studies and Research*
3. Social Marketing and Commercial Marketing Alcohol: A Comparison Between Guinness and CAP  
*Rajoo Ramachandram, Universiti Utara Malaysia*
4. Investigating Consumer Responses to Advertising Hermeneutic Theory, Methodology and Malaysian Research  
*Tony Wilson, Universiti Tunku Abdul Rahman*
5. Teenagers Perspectives of Advertisement Effectiveness  
*Goh Poi Chiaw, Univesiti Malaysia Sarawak*  
*Mahani Mohammad Abdu Shakur, Univesiti Malaysia Sarawak*  
*Masita Hassan, Univesiti Malaysia Sarawak*

**Session 2A  
(E-Business I)**

Date: 22 November 2005  
Time: 1500 - 1630  
Venue: TMM (CALM)

**SPEAKERS**

1. Addressing ICTs Skill Challenges in Small Business Organization: Views of Malay Entrepreneurs  
*Samsudin Wahab, Universiti Teknologi MARA (Terengganu)*  
*Ahmad Nawir Abu Amrin, Universiti Teknologi MARA (Terengganu)*  
*Hasan Bahrom, Universiti Teknologi MARA (Terengganu)*
2. The Malaysian Consumers' Acceptance of Internet Banking Services: Preliminary Study in UUM.  
*Fairol Halim, Universiti Utara Malaysia*
3. E-Commerce Applications in Malaysian Insurance Companies: A Myth or Reality?  
*Chee Teck Chang, University Tun Abdul Razak*  
*K. Elangchezian, University Tun Abdul Razak*
4. Issues To Consider For SMEs When E-Transforming  
*Vivien Chanana, University of Western Sydney*
5. Relative Effect of Service Quality Dimension on Internet Users' Satisfaction and Intentional Behaviour  
*Siohong Tih, Universiti Kebangsaan Malaysia*

**Session 2B  
(Supply Chain Management)**

Date: 22 November 2005  
Time: 1500 - 1630  
Venue: BS22

**SPEAKERS**

1. Dabbawalla System – A New Innovative Technique in Logistic Management  
*RK Srivastava, University of Bombay*  
*Dhvani Bavishi, K.J. Somaiya Institute of Management Studies and Research*
2. Analysis of Supply Chain Strategies and Capabilities as Explanatory Factor of Competitiveness: A Study among Malaysian Automotive Vendors  
*Azhanorhisham Che Din, Universiti Kebangsaan Malaysia*  
*Azhar Hj. Ahmad, Universiti Kebangsaan Malaysia*  
*Mohd. Suhaimi Ahmad, Universiti Kebangsaan Malaysia*
3. The Influence of Communication Effectiveness and Perceived Organizational Support on distributor Commitment and Performance in Network Marketing Organization  
*Soh Hwei Ling, Universiti Tunku Abdul Rahman*  
*Jamil Bojei, Universiti Putra Malaysia*
4. Developing Organizational Agility As A Competitive Advantage Through Strategic Market Oriented Supply Chain Management Practices  
*Hirun Azaman Ismail, Universiti Utara Malaysia*  
*Jafni Azhan Ibrahim, Universiti Utara Malaysia*  
*Abdul Aziz Othman Universiti Utara Malaysia*



### Session 3A (Sales Management)

Date: 23 November 2005  
Time: 0900 - 1030  
Venue: TMM (CALM)

#### SPEAKERS

1. How UCP Pulls the Customers to Increase Sales? An In-Depth Analysis  
*RK Srivastava, University of Bombay*
2. Establishing Buyer-Seller Relationships for Better Performance  
*Delma Poniman, Universiti Teknologi Malaysia*  
*Abu Bakar Abdul Hamid, Universiti Teknologi Malaysia*
3. Language Use in Packaging: Malay and Chinese Consumer Reactions  
*Ernest Cyril De Run, Universiti Malaysia Sarawak*  
*Chin Sien Fah, Universiti Malaysia Sarawak*
4. Why Travel? A Look at Various Groups' Vacation Motives  
*Nabsiah Abdul Wahid, Universiti Sains Malaysia*  
*Chin Szu Szu, Universiti Sains Malaysia*
5. Graduates' Skills Required By The Employers: Perceptions Of What Makes Business Graduates Marketable  
*Rohaizat Baharun, Universiti Teknologi Malaysia*  
*Ebi Shahrin Suleiman, Universiti Teknologi Malaysia*

### Session 3B (Marketing in International and Cross Cultural Environments)

Date: 23 November 2005  
Time: 0900 - 1030  
Venue: BS22

#### SPEAKERS

1. Catalytic Influence of Culture on Marketing Theory and Practice using Nigeria as A Case Study  
*Adebisi Moses Akinremi, Institute of Capital and Entrepreneurial Management of Nigeria*
2. Determining the Criteria of Choice of Study Destination: Evidences from Foreign Students in Malaysian Private Higher Educational Institutions  
*Rohaizat Baharun, Universiti Teknologi Malaysia*  
*Siti Falindah Padlee, Universiti Teknologi Malaysia*
3. Do Non-Exporting and Exporting Companies Differ in Extent of Marketing Activities Practices: A Study of Medium-Sized Manufacturers in Indonesia  
*Herianto Puspawarsito, Sriwijaya University, Indonesia*  
*Osman Mohamad, Universiti Sains Malaysia*  
*T. Ramayah, Universiti Sains Malaysia*
4. Analyzing the Prospect of ASEAN Retailing Business in An Integrated Regional Market  
*Hj. Yeop Hussin Bidin, Universiti Teknologi MARA (Terengganu)*
5. Internal and External Factors of International Reciprocal-Trade Adoption by Malaysian Firms  
*Chan Kok Wah, La Salle School*  
*Nelson Oly Ndubisi, Monash University Malaysia*  
*Razak Affandi, Universiti Malaysia Sabah*

### Session 3C (Customer Satisfaction)

Date: 23 November 2005  
Time: 0900 - 1030  
Venue: BS1

#### SPEAKERS

1. Customer Satisfaction in Organised Retailing  
*RK Srivastava, University of Bombay*  
*Tanvi Mody University of Bombay*
2. The Relationships Of Service Quality, Satisfaction And Trust With Customers' Commitment In Retail Banking  
*Jamil Bojei, Universiti Putra Malaysia*  
*Lam Siew Yong, Universiti Tunku Abdul Rahman*
3. Examining The Antecedents Of Overall Firm-Customer Relationship Quality  
*Nelson Oly Ndubisi, Monash University Malaysia*  
*Chan, Kok Wah, La Salle School*
4. Formulating Customer Satisfaction Strategies By Utilising Importance-Performance Analysis (IPA): Comparison Of Beauty And Health Care Products  
*Rosidah Musa Universiti Teknologi MARA (Shah Alam)*
5. Customer Satisfaction Towards Islamic Banking in Malaysia: A Study Using Carter Model  
*Hendrik Lamsali, Universiti Utara Malaysia*  
*Hirun Azaman Ismail, Universiti Utara Malaysia*  
*Razli Che Razak, Universiti Utara Malaysia*  
*Halim Mad Lazim, Universiti Utara Malaysia*  
*Khairul Anuar Adnan, Universiti Utara Malaysia*  
*Darwina Ahmad Arshad Universiti Utara Malaysia*

### Session 3D (Marketing Approaches and Issues)

Date: 23 November 2005  
Time: 0900 - 1030  
Venue: BS2

#### SPEAKERS

1. Relationship Marketing Approaches and Practices in Bangladesh  
*Mahmud Hassan, Independent University, Bangladesh*  
*Tahlil Azim, Independent University, Bangladesh*
2. Marketing: Experience and Practice in Kazakhstan  
*Galiya Berdykulova, Kazakh-American University*
3. What Drives AD Likeability /Dislikeability In Asia? The Cases Of Hong Kong And Thailand  
*Kim-Shyan, Fam University Of Otago*
4. Improving The Creative Process: Analysis of The Effects of Divergent Thinking Techniques and Domain Specific Knowledge on Creativity  
*Mark Kilgour, University of Waikato*



## Session 4A (Services)

Date: 23 November 2005  
Time: 1045 - 1230  
Venue: TMM (CALM)

### SPEAKERS

1. Miri's Image as a New Tourist Destination  
*Lew Teck Yew, Curtin University of Technology*
2. Competition Among Higher Education in Malaysia: Assessment of Service Quality Performance Players in the Industry  
*Zaimudin Hj. Awang, Universiti Teknologi MARA (Kelantan)*  
*Mohd. Azuhari Che Mat, Universiti Teknologi MARA (Kelantan)*
3. Study on Course Content and Marketability of Operations Management Programme at Universiti Utara Malaysia  
*Noor Hidayah Abu, Universiti Utara Malaysia*  
*Siti Norezam Othman, Universiti Utara Malaysia*  
*Norani Nordin, Universiti Utara Malaysia*  
*Anlus Ibrahim, Universiti Utara Malaysia*
4. The Development Of Scale For Measuring Institutional Factors Influencing Students' Choice Of Malaysian Private Higher Education Institutions  
*Keling Stevenson Boniface Ancheh, Curtin University of Technology*
5. Consumer Perspectives on Service Quality: Case of Domestic Banks in Kuching  
*Shazali Abu Mansor, Universiti Malaysia Sarawak*  
*Simon Hon Lit Min, Universiti Malaysia Sarawak*

## Session 4B (Consumer Behavior II)

Date: 23 November 2005  
Time: 1045 - 1230  
Venue: BS22

### SPEAKERS

1. Telecommunications Customer Service Personnel's Perceptions of Customers: A Quantitative Approach  
*Ernest Cyril De Run, Universiti Malaysia Sarawak*  
*Florence Thang Chin Yin, DIGI Telecommunication Sdn. Bhd.*
2. An Exploratory Research on Factors Influencing Individual Choices of Tourist Destination: The Case of Sabah and Labuan  
*Geoffrey Harvey Tanakinjal, Universiti Malaysia Sabah*  
*Zainal Abidin Said Universiti Malaysia Sabah*  
*Mohamad Rizal Abdul Hamid Universiti Malaysia Sabah*  
*Hanudin Amin Universiti Malaysia Sabah*
3. Consumer Purchases of Pirated VCD: Does Non-Price Factor Matters  
*Hasnizam Shaari, Universiti Utara Malaysia*  
*Fairol Halim, Universiti Utara Malaysia*
4. Gravitational Theory: A Micro Analysis for Buyer Behavior  
*Ian Coghlan, Charles Stuart University, Australia*
5. The Pattern of Credit Card Usage in Malaysia: An Exploratory Study  
*Soon Jan Jan, Universiti Utara Malaysia*  
*Choo Sook Yee, Universiti Utara Malaysia*  
*Lim Hock Eam, Universiti Utara Malaysia*

## Session 4C (Market Orientation)

Date: 23 November 2005  
Time: 1045 - 1230  
Venue: BS1

### SPEAKERS

1. A Study On The Marketing Practices Adopted By Small And Medium Sized Enterprises In The Automotive Industry In Malaysia  
*Hazliza Haron Universiti Teknologi MARA (Kelantan)*
2. Exploring For A Customer-Perceived Market Orientation in Higher Education  
*Boo Ho Voon, Universiti Teknologi MARA (Sarawak)*  
*Karen Kueh, Swinburne University of Technology*
3. Enhancing Competitiveness Through Market Orientation: Insights From Sarawak  
*Boo Ho Voon, Universiti Teknologi MARA (Sarawak)*  
*Nagarajah Lee, Universiti Teknologi MARA (Sarawak)*
4. An Application Of A Customer-Defined Market Orientation: Antecedents And Consequences  
*Abdul Rahim Abu Bakar, University Utara Malaysia*  
*Sany Sanuri Mohd. Mokhtar, University Of Southern Queensland*  
*Ahmad Farez Ahmad Fizri, Kolej Universiti Kejuruteraan Utara Malaysia*
5. The Effects of Educational Level of the Consumers on Rating the Features of Mobile Phone Handset for its Purchase  
*Muhammad Tahir Mahmood, Foundation University Islamabad*  
*Kashif-ur- Rehman, Bahria University Islamabad*  
*Mohammad Shahbaz Shabbir, Universiti Malaya*

## Session 4D (Small Medium Enterprises)

Date: 23 November 2005  
Time: 1045 - 1230  
Venue: BS2

### SPEAKERS

1. International Quality Certifications: Market Penetration Issues and Challenges For Local Automotive Component Manufacturers  
*Halim Mad Lazim, Universiti Utara Malaysia*  
*Azhar Ahmad, Universiti Utara Malaysia*  
*Mohd Nasrun Mohd Nawi, Universiti Utara Malaysia*
2. Innovation in Small Medium Enterprise and The Impact to the Business Performance  
*Lily Julienty Abu Bakar, Universiti Utara Malaysia*  
*Armanurah Mohamad, Universiti Utara Malaysia*  
*Syarina Abdullah, Universiti Utara Malaysia*
3. Building Competencies in Export Promotion: The Contributory Role of Information Sources  
*Jasmine Yeap Ai Leen, Intelligent Insights International*  
*Osman Mohamad, Universiti Sains Malaysia*  
*Ng Kim Soon, Maestro Swiss Sdn. Bhd.*
4. Export Marketing Competencies of Sarawak SMEs  
*Osman Mohamad, Universiti Sains Malaysia*  
*Gluma, Universiti Sains Malaysia*  
*T. Ramayah, Universiti Sains Malaysia*
5. Increasing The Effectiveness Of Export Assistance Programs: How Effective Are The Malaysian Industrial Development Authority (Mida) Export Assistance Programs  
*Abdul Jumaat Mahajar, Universiti Utara Malaysia*  
*Jasmani Mohd. Junus, Universiti Utara Malaysia*



**Session 5A  
(Innovation and Product  
Development )**

Date: 23 November 2005  
Time: 1400 - 1530  
Venue: TMM (CALM)

**SPEAKERS**

1. The Impact of Firm Characteristics on Product Adaptation in Malaysian Furniture Industry  
*Azaze @ Azizi Haji Abdul Adis, Universiti Malaysia Sabah*  
*Samsinar Md. Sidin, Universiti Putra Malaysia*  
*Mohd. Shahwahid Haji Othman, Universiti Putra Malaysia*
2. A Study on Need for Achievement Characteristics Among Universiti Utara Malaysia Students'  
*Syarina Abdullah, Universiti Utara Malaysia*  
*Armanurah Mohamad, Universiti Utara Malaysia*  
*Lily Julienty Abu Bakar, Universiti Utara Malaysia*
3. The pricing of public goods: A survey of public perception of sanitary facilities  
*Shazali Abu Mansor, Universiti Malaysia Sarawak*  
*Ernest Cyril De Run, Universiti Malaysia Sarawak*  
*Alias Radam, Universiti Putra Malaysia*
4. In Search For Typical Counterfeit Good Purchasers: Who Are They?  
*Jasmine Yeap Ai Leen, Intelligent Insights International*  
*T. Ramayah, Universiti Sains Malaysia*

**Session 5B  
(E-Business II)**

Date: 23 November 2005  
Time: 1400 - 1530  
Venue: BS22

**SPEAKERS**

1. An Exploratory Study On Factors Discriminating Malaysian Internet Shopper Innovativeness: Multiple Discriminant Analysis Approach  
*Norazah Mohd Suki, Universiti Tenaga Nasional*  
*Norbayah Mohd Suki, Universiti Tenaga Nasional*
2. Intention To Shop Online Amongst MBA Students: Comparing Theory Of Reasoned Action (TRA) And The Technology Acceptance Model (TAM)  
*T. Ramayah, Universiti Sains Malaysia,*  
*Norazah Mohd Suki, Universiti Tenaga Nasional*
3. Electronic Commerce Application Amongst SMEs in Malaysia  
*Yuhanisah Jemahar, Universiti Teknologi Malaysia*  
*Abu Bakar Abdul Hamid, Universiti Teknologi Malaysia*  
*Rohaizat Baharun, Universiti Teknologi Malaysia*  
*Zainab Khalifah, Universiti Teknologi Malaysia*  
*Norzafir Md. Salleh, Universiti Teknologi Malaysia*
4. Online Buying Behaviors And Attitudes: An Empirical Study  
*Lim Yet Mee, Universiti Tunku Abdul Rahman*  
*Tan Luen Peng, Universiti Tunku Abdul Rahman*
5. Bank Customers' Reception Towards Internet Banking  
*Khairul Anuar Adnan, Universiti Utara Malaysia*  
*Nor Hayati Ahmad, Universiti Utara Malaysia*

**Session 5C  
(Brand)**

Date: 23 November 2005  
Time: 1400 - 1530  
Venue: BS1

**CHAIRPERSON  
SPEAKERS**

1. Factors that Can Influence the Success of A Brand?  
*RK Srivastava, India*
2. A Practical Approach to Brand Architecture – A Case Study on Vilco  
*RK Srivastava, India*
3. Retail Brands in Malaysia: A Brand for the Future  
*Anizah Zainuddin, Universiti Teknologi Mara (Shah Alam)*  
*Steve Burt, University of Stirling, United Kingdom*
4. Brand Scoreboard Indicators  
*Yubol Benjarongkij, Chulalongkorn University*  
*Tatri Taiphapoon, Dhurakij Pundit University*

**Session 6A  
(Consumer Behavior III)**

Date: 23 November 2005  
Time: 1545 - 1715  
Venue: BS22

**CHAIRPERSON  
SPEAKERS**

1. The Impact of Public versus Private Consumption on Variety Seeking Behavior in Male and Female Students  
*Amjad Ali, Foundation University Islamabad*  
*Kashif-ur- Rehman, Bahria University Islamabad*  
*Mohammad Shahbaz Shabbir, Universiti Malaya*
2. Factors Responsible For Perceived Risks In The Purchase Of Low Ticket Consumer Products Categories – The Grocery Basket  
*Kashif-ur- Rehman, Bahria University Islamabad*  
*Mohammad Shahbaz Shabbir, Universiti Malaya*  
*Syed Asad Hussain, Shaheed Zulfiqar Ali Bhatti Institute of Science and Technology Islamabad*
3. Service Quality Gap of Commercial Banks in Malaysia and Assessment of Customers' Satisfaction  
*Izah Mohd Tahir, Kolej Ugama Sultan Zainal Abidin*  
*Wan Zulqurnain Wan Ismail, Kolej Ugama Sultan Zainal Abidin*  
*Nor Mazlina Abu Bakar, Kolej Ugama Sultan Zainal Abidin*
4. A Preliminary Study On Students' Perception Over SMS Banking: A Case At The Labuan International Campus-University Malaysia Sabah  
*Hanudin Amin, Universiti Malaysia Sabah*  
*Suddin Lada, Universiti Malaysia Sabah*  
*Mohd Rizal Abdul Hamid, Universiti Malaysia Sabah*  
*Geoffrey H. Tanakinjal, Universiti Malaysia Sabah*
5. Measuring Students' Satisfaction Towards MBA Programs in Malaysian Public Universities  
*Nik Kamariah Nik Mat, Universiti Utara Malaysia*  
*Nor Hayati Ahmad, Universiti Utara Malaysia*  
*Rosni Bakar, Universiti Malaysia Sarawak*



**Session 6B**  
**(Management and Entrepreneurship)**

Date: 23 November 2005  
Time: 1545 - 1715  
Venue: TMM (CALM)

**CHAIRPERSON**  
**SPEAKERS**

1. Looking for Sabahan Entrepreneurship:  
Case Study of Tong Hing Holding Sdn.  
Bhd.  
*Fumitaka Furuoka, Universiti Malaysia Sabah*  
*Sharon Cheuk, Universiti Malaysia Sabah*  
*James M. Alin, Universiti Malaysia Sabah*  
*Grace Phang, Universiti Malaysia Sabah*
2. Effect of Introducing A Performance  
System on Employees Attitudes and  
Effort  
*Jasmani Mohd. Junus, Universiti Utara  
Malaysia*  
*Abdul Jumaat Mahajar, Universiti Utara  
Malaysia*
3. The Relationship between perceived  
Leadership Behaviors and Job  
Satisfaction of Middle Managers:  
Empirical Study of Manufacturing  
Firm's Middle Level Managers in  
Penang, Malaysia  
*Abdul Jumaat Mahajar, Universiti Utara  
Malaysia*  
*Jasmani Mohd. Junus, Universiti Utara  
Malaysia*
4. Bases of Power and Job Satisfaction:  
The Impact of Supervisor's Gender  
*Lo May Chiun, Universiti Malaysia Sarawak*  
*Chin Lee Min, Universiti Malaysia Sarawak*  
*T. Ramayah, Universiti Sains Malaysia*
5. An Investigation of Downward  
Influence Tactics: A Test of Congruence  
Hypothesis  
*Lo May Chiun, Universiti Malaysia Sarawak*  
*Ernest Cyril De Run, Universiti Malaysia  
Sarawak*  
*Fathan Sotriesno, Universiti Malaysia Sarawak*

**Session 6C**  
**(Consumer Perception)**

Date: 23 November 2005  
Time: 1545 - 1715  
Venue: BS1

**CHAIRPERSON**  
**SPEAKERS**

1. The Impact of Patent Protection on  
Doctors' Prescriptions of Pharmaceutical  
Drugs  
*Ernest Cyril De Run, Universiti Malaysia  
Sarawak*  
*Felix Ng Mee Kon, Pfizer (Malaysia) Sdn  
Bhd,*
2. Tourists' Perceptions Of Service In  
Shops: Foreign Tourists In Kuching  
*Dayang Norshida Abang Suhaili, Universiti  
Malaysia Sarawak*  
*Norazirah Ayob, Universiti Malaysia  
Sarawak*
3. Policy Holders' Perception Towards  
Services Offered by LIC Agents  
*B.Balamurugan, ICFAI National College*
4. Going Green: A Study of Consumers'  
Willingness to Pay for Green products in  
Kota Kinabalu  
*Tsen Chyong Huey, Universiti Malaysia  
Sabah*  
*Grace Phang, Universiti Malaysia Sabah*  
*Haslinda Hasan, Universiti Malaysia Sabah*  
*Merlyn Rita Buncha, Universiti Malaysia  
Sabah*
5. The Value of Human Life: Willingness  
To Pay For The Provision of Life-  
Jackets at The Sarawak River  
*Shazali Abu Mansor, Universiti Malaysia  
Sarawak*  
*Ernest Cyril De Run, Universiti Malaysia  
Sarawak*  
*Hamrila Abdul Latif, Universiti Malaysia  
Sarawak*

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*Vice Chancellor, UNIMAS*

Associate Professor Dr. Shazali Abu Mansor  
*Dean, Faculty of Economics and Business*  
*Universiti Malaysia Sarawak*

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Dr. Ernest Cyril de Run

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